



**FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**

## **YMCA JOB DESCRIPTION**

Job Title: **Marketing Coordinator**

Association: West Central Illinois

FLSA Status: Non-Exempt – Part Time

Branch: Quincy

Reports to: Director of Sales, Marketing and Development

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### **POSITION SUMMARY:**

The YMCA of West Central Illinois is a mission driven organization, which seeks individuals who are enthusiastic and passionate about our mission and vision. We do this by putting the Christian principles of love, respect, honesty, responsibility and service into practice.

Objective: Supports marketing and communications goals and objectives in a wide range of functional areas within the department.

Job Responsibilities: This position assists in and manages his or her own projects across the scope of responsibilities of the Marketing and Communication Department. This may include editing, writing, graphic design, photography and videography. Scope of responsibility includes working in multiple platforms, specifically website, social media and email marketing. In addition, this individual will support brand management and events.

### **ESSENTIAL FUNCTIONS:**

- Editing and writing content for diverse channels and audiences including Y stories
- Support for social media campaigns, including association editorial calendar and work with branches and divisions
- Assist with website content development and editing that will include assisting branches and divisions on centralized tasks.
- Manage special projects as assigned, including story, photo and video organization and storage
- Assist with brand management, including updating and developing tools
- May support digital media advertising
- May support association email marketing communications and training
- May assist with SEO, online advertising and analytics strategies
- Graphic design work including flyers, banners, reports and other work as deemed necessary.
- Might include photography and videography, which could be integrated into Y stories
- Works closely with Director of Sales, Marketing and Development. This individual may also work with branch and division staff and colleagues throughout the association
- Other duties as assigned.

### **YMCA COMPETENCIES (Leader):**

Mission Advancement: Accepts and demonstrates the Y's values.

Collaboration: Works effectively with people of different backgrounds, abilities, opinions, and perceptions.

Operational Effectiveness: Follows budgeting policies and procedures, and reports all financial irregularities immediately.

Personal Growth: Demonstrates an openness to change, and seeks opportunities in the change process.

#### **QUALIFICATIONS:**

- Must pass YMCA background check
- Some college education with focus in editing, writing, design, communications, website, social media and/or related fields
- Training and/or experience in editing, writing, design, communications, Email marketing, website and/or related fields
- Proficient in social media marketing including but not limited to; Facebook, Instagram, Twitter and YouTube
- Experience with the website operating platform WordPress
- Proficiency with Microsoft Office software
- Graphic design knowledge and proficient at Adobe Creative Suite including Illustrator, InDesign and in addition Photoshop

#### **EFFECTS ON END RESULTS**

- Demonstrates in word and action the YMCA Christian principles of love, honesty, respect, responsibility and service and a commitment to our vision and mission.
- Builds authentic relationships in the service of enhancing individual and team performance to support the YMCA work.
- Listens and expresses self effectively and in a manner that reflects a true understanding of the needs of the audience.
- Values all people for their unique talents and takes an active role in promoting practices that support diversity, inclusion and cultural competence.
- Demonstrates and fosters a strong commitment to achieving goals in a manner that provides quality experiences.
- Possesses the functional and technical knowledge and skills to do the job at a high level of accomplishment.
- Assesses, minimizes and prevents risk, practices consideration for the safety of others, adheres to association standards of proper notification of incidents and care of the work environment and equipment, identifies and responds to circumstances appropriately.
- Meets attendance expectations, follows association procedures for requesting and documenting absences, is punctual, reliable, and adaptable, takes initiative and accepts responsibility.
  
- Demonstrates effective interpersonal skills, perceives, understands and manages interactions appropriately, is accountable for own actions, capitalizes on learning opportunities and is open to performance feedback and coaching.

- Demonstrates compliance in the following areas: employee training and paperwork, performance evaluations, personnel policies, and procedures i.e. dress code, code of conduct. Attends mandatory trainings and meetings, acquires and maintains required certifications for current position.

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Employee Signature

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Date

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Supervisor Signature

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Date